

- d. calculating content provider revenue that is comprised of a revenue pool of a plurality of advertisers, sponsors or other revenue sources divided by the total number of client impressions counted on the at least one content page from at least one content provider.

16. (Amended) A method comprising:

- a) assigning and transmitting a functional host to a client;
- b) subdividing advertising content of a plurality of advertisers according to user profiles, known content provider topics, or a combination of said profiles and topics;
- c) organizing each one of a plurality of subdivided advertising content into an advertising wheel; and
- d) transmitting a plurality of advertisements in the advertising wheel in succession to the functional host.

30. (Amended) A method comprising:

- a) transmitting content from a plurality of content providers to a client;
- b) receiving client impressions of the content distributed by the plurality of content providers;
- c) determining the revenue pool of a plurality of advertisers, sponsors and other revenue sources; and

d) distributing revenue from the revenue pool, wherein each content provider's share would be equal to the revenue pool divided by the total number of impressions received for each content provider.

37. (Amended) The method of claim 30, wherein the counting of client impressions include actions where the client: (1) is delivered a content page from a content provider, (2) prints a content page from a content provider, (3) saves a content page from a content provider, and (4) transmits a content page from a content provider.

38. (Amended) A system for providing advertiser-sponsored content in a global content center comprising:

- a) means for pooling revenue from a plurality of advertisers, sponsors or other revenue sources;
- b) means for associating advertisements with a client profile, content page and/or content location in the global content center;
- c) means for serving associated advertisements to a client host;
- d) means for counting client impressions of content on the global content center; and
- e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider.

39. (Amended) The system of claim 38, wherein an impression is counted when a client: (1) is delivered a content page; (2) prints a content page; (3) saves a content page; and (4) transmits a content page.

40. (Amended) A system for delivering host-based advertising comprising:

- a) means for transmitting a functional host with a sponsor and control features to a client;
- b) means for embedding the functional host;
- c) means for associating a client preference with the functional host;
- d) means for subdividing advertising content according to the functional host;
- e) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;
- f) means for automatically displaying each advertisement in the advertising wheel in succession to the client according to the host.

43. (Amended) A system for advertiser-sponsored content, comprising:

- a) means for transmitting a functional host with a sponsor and control features to a client;
- b) means for embedding the functional host;
- c) means for subdividing advertising content according to the functional host, content page, or to a known content provider topic;
- d) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;

- e) means for displaying each advertisement in the advertising wheel one at a time and in succession to a client; and
- f) means for compensating content providers through the amount of client impressions collected.

44. (Amended) Computer executable software code stored on a computer readable medium, comprising:

- a) code to determine the number of client impressions on a content provider's content;
- b) code to access a advertiser-generated revenue pool of a plurality of advertisers, sponsors or other revenue sources; and
- c) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool.

46. (Amended) Computer executable software code stored on a computer readable medium, comprising:

- a) code to associate advertisements with a functional host, content page, or to a known content provider topic;
- b) code to serve an associated advertisement;
- c) code to determine the number client impressions on a content provider's content;

- d) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool determined by a plurality of advertisers, sponsors or other revenue sources.

47. (Amended) A method comprising:

- a) embedding a functional host with control features;
- b) associating all content from a plurality of content providers to the functional host; and
- c) processing client impression data through the control features.

49. (Amended) The method of claim 48, wherein using the impression data includes deriving a compensation value for a period by dividing the collected client impressions provider by the total number of content impressions for all content providers and multiplying the result by the advertiser-based, sponsor-based or other revenue-based revenue pool.

50. (Amended) The method of claim 47, wherein the processing of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; and (5) transmits a content page and where varying values can be assigned to any such client impression activity.

51. (Amended) A system comprising:

- a) a memory;
- b) a functional host, embedded with control features, stored in said memory;
- c) a processor disposed in communication with said memory, said processor configured to associate all content from a plurality of content providers within the functional host, transmit the functional host to a client, and process client impression data from the functional host.

53. (Amended) The system of claim 52, wherein the processor calculates the compensation value for a period by dividing the collected client impressions for a content provider by the total number of content impressions for all content providers and multiplying the result by the advertiser-based, sponsor-based or other revenue-based revenue pool.

54. (Amended) The system of claim 51, wherein the processor collects client impression data each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from a content page; and (5) transmits a content page and where varying values can be assigned to any such client impression activity..

55. (Amended) A method comprising:

- a) transmitting a host with a sponsor and control features to a client;

- b) embedding the host with a sponsor and control features;
- c) associating an advertising wheel with the sponsor;
- d) displaying the host advertisements from the wheel targeted for the sponsor's advertising content one at a time and in succession to the client; and
- e) collecting the client's impression data through the control features.

56. (Amended) The method of claim 55, wherein the collecting of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; and (5) transmits a content page from a content provider.

64. (Amended) A system comprising:

- a) a memory loaded with a web page;
- b) a functional sponsor host, loaded in the web page; and
- c) an advertising wheel, disposed in communication with the functional sponsor host, wherein client impressions are transmitted from the functional sponsor host in relation to the web page; wherein the client's impressions are used to determine content provider revenue from a revenue pool of a plurality of advertisers, sponsors or other revenue sources.

65. (Amended) The system of claim 64, wherein client impressions are transmitted each time the client: (1) views the web page; (2) prints the web page; (3) saves the web page; (4) initiates a search from the web page; and (5) transmits the web page.

74. (Amended) A method comprising:

- a) transmitting a host from a sponsor to a client on a network, wherein the host has a face value and can be exchanged with other clients on the network;
- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a discount on goods or services according to the face value.

75. (Amended) The method of claim 74, wherein the host may vary in value while being stored in memory.

76. (Amended) The method of claim 75, wherein the value may be an interest rate.

77. (Amended) The method of claim 75, wherein the value may be a time value discount.

78. (Amended) A method comprising:



- a) transmitting a host from a sponsor to a client on a network, wherein the host has a redemption value and can be exchanged with other clients on the network;
- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a transactional medium, equal to the redemption value, for the client.

82. (Amended) A method comprising:

- a) transmitting a functional sponsor host to a client; and
- b) configuring an advertisement wheel to be in communication with the functional sponsor host so that each advertisement display in succession to the client corresponds with the functional host.

85. (Amended) A method comprising:

- a) transmitting a functional host to a client;
- b) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
- c) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on a revenue pool formed by contributions from a plurality of advertisers, sponsors or other revenue sources.--.

Please add the following new claims 92-98:

92. (New) A method comprising:

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- a) determining a revenue pool of a plurality of advertisers, sponsors or other revenue sources;
  - b) transmitting a functional host with client control features to a client requesting content data;
  - c) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
  - d) receiving client impressions related to the at least one content page through the functional host; and
  - e) calculating content provider revenue that is comprised of the revenue pool divided by the total number of client impressions counted on the at least one content page from at least one content provider, wherein the determination of the of the revenue pool is done prior to receiving the client impressions.

93. (New) A method comprising:

- a) determining the revenue pool of a plurality of advertisers, sponsors and other revenue sources;
- b) transmitting content from a plurality of content providers to a client;
- c) receiving client impressions of the content distributed by the plurality of content providers; and
- d) distributing revenue from the revenue pool, each content provider's share being

equal to the revenue pool divided by the total number of impressions received for each content provider, wherein the determination of the revenue pool is done prior to receiving the client impressions.

94. (New) A system for providing advertiser-sponsored content in a global content center comprising:

- A13  
Cont'd
- a) means for pooling revenue from a plurality of advertisers, sponsors or other revenue sources;
  - b) means for associating advertisements with a client profile, content page and/or content location in the global content center;
  - c) means for serving associated advertisements to a client host;
  - d) means for counting client impressions of content on the global content center;
- and
- e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider, wherein the revenue pool is determined prior to receiving the client impressions.

95. (New) Computer executable software code stored on a computer readable medium, comprising:

- a) code to determine an advertiser-generated revenue pool of a plurality of advertisers, sponsors or revenue sources;

- b) code to determine the number client impressions on a content provider's content; and
- c) code to access the advertiser-generated revenue pool of a plurality of advertisers, sponsors or revenue sources;
- d) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool, wherein the determination of the revenue pool is done prior to receiving the client impressions.

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Cont'd

96. (New) Computer executable software code stored on a computer readable medium, comprising:

- a) code to determine an advertiser-generated revenue pool of a plurality of advertisers, sponsors or other revenue sources;
- b) code to associate advertisements with a functional host, content page, or to a known content provider topic;
- c) code to serve an associated advertisement; and
- d) code to determine the number client impressions on a content provider's content, and
- e) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool, wherein the determination of the revenue pool is done prior to receiving the client impressions.

97. (New) A system comprising:

- a) a means for pooling revenue from a plurality of advertisers, sponsors or other revenue sources;
- b) a memory loaded with a web page;
- b) a functional sponsor host, loaded in the web page; and
- c) an advertising wheel, disposed in communication with the functional sponsor host that determines and transmits a plurality of client impressions from the functional sponsor host in relation to the web page to determine content provider revenue from the revenue pool, wherein the revenue pool is determine prior to determining the plurality of client impressions.

98. (New) A method comprising:

- a) transmitting a functional host to a client;
- b) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
- c) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on a revenue pool formed by contributions from a plurality of advertisers, sponsors or other revenue sources, wherein the revenue pool is determined prior to receiving the client impressions.